

MARKETING CALENDAR

for Holidays & Observances

DECEMBER 2022

WEEK



Dec 18 – Dec 26

Hanukkah

Hanukkah sameach (happy Hanukkah) and happy festival of lights to those who celebrate!

Dec 26 – Jan 1

Kwanzaa

To all who celebrate, we wish you warmth, peace, and togetherness – and a very Happy Kwanzaa!



DAY

4. National Sock Day

We talk about bookish t-shirts but what about bookish socks? Let's see the cozy footwear you rock with your feet up and your current read in hand!



21. Winter Solstice

You know what makes long winter nights better? Cozying up with a new book!

25. Christmas

Merry Christmas to all who are celebrating! Wishing you a safe, cozy day full of love (and books).



8. Pretend to Be A Time Traveler Day

What time period could I travel to in order to read all the books?



24. Jolabokafloð

A winter gift giving holiday just for books? Sign us up! Are you familiar with Jolabokafloð, the Icelandic word that translates roughly to "flood of books?"



27. No Interruptions Day

You know all those books from the holidays? No Interruptions Day is the permission you need to read them all!

10. Human Rights Day

On this day in 1948, the United Nations proclaimed in the Universal Declaration of Human Rights which proclaims the inalienable rights that everyone is entitled to as a human being – regardless of race, colour, religion, sex, language, political or other opinion, national or social origin, property, birth, or other status.

24. Christmas Eve

And to all a good night!

What books are you hoping to find under the tree tomorrow?

31. New Year's Eve

As we close out 2022, what book was your favorite read from the year? What book do you want to start off 2023 with?

